



## CLAYTON COMMUNITY FOUNDATION

10 North Bemiston  
Clayton, Missouri 63105  
314.290.8553 / [claytoncommunityfoundation.org](http://claytoncommunityfoundation.org)

### CCF BOARD OF DIRECTORS AGENDA

May 20, 2020 at 5:30pm

Zoom Link: <https://us02web.zoom.us/j/89669394492>

1. Call to Order by Becky Patel
  - Welcome and Introductions
  - Approval of Minutes
  - Icebreaker: Zoom Polling Questions
  - Get to Know You: CCF Board Members
  - President's Report
  - April 2020 Scorecard Review
2. Treasurer Report
  - First Quarter Financial Report – Cindy Rapponotti
3. Strategic Planning Initiatives Update
4. Committee and Core Initiative Highlights
  - Philanthropy
  - Major Gifts
  - Community Building
  - Board Development
  - CCF History
5. Board of Aldermen Liaisons Report
6. Legal Report – Gary Feder
7. New Business
  - Conflicts of Interest and Documentation Policy
8. Next Meeting – August 19, 2020



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**CCF Board of Directors Meeting**  
**Minutes**  
**February 19, 2020**

**Attendees:** Becky Patel\*, Cindy Rapponotti\*, Gary Feder\*, George Hettich\*, Marta Toczykowski\*, Chuck Freedman\*, Cindy Berger\*, Mark Carlie\*, Debbie Chase\*, Brian Edwards\*, Angela Flotken\*, J.J. Flotken\*, , Katie Lerwick\*, Steven Rosenblum\*, Richard Ryffel\*, Rebecca Thorn\*, Colleen Watermon\*, Cordell Whitlock\*, Mike Zaccarello\*, Helen Ziercher\*,  
Bridget McAndrew-BOA

**Absent:** Wendi Alper-Pressman\*, Barbara Brinkman\*, Joe Downs\*, Josh Ferguson\*, Jill Fisher\*, Judy Goodman\*, Stephanie Gross\*, Sarah Luem\*, Sarah Melinger\*, Jennifer Volk\*, Cindy Wallach\*, Cheryl Verde\*, Joanne Boulton - BOA

**Staff:** Patty DeForrest – Director of Parks and Recreation  
Alex Elmestad – CCF Administrator  
Karen Busch – CCF Coordinator

**Guests:** Representatives from Rubin Brown

**\*Voting Member      QUORUM MET (20 of 32 members)**

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**1. Call to Order**

- **Welcome and Introductions:** Becky Patel called the meeting to order at 5:30pm. She thanked Husch Blackwell and Gary Feder for hosting the meeting. She welcomed the new board members and introduced them through a series of fun facts about themselves.
- **Approval of Minutes:** The minutes of October 30, 2019 were approved as submitted. Motion to approve by George Hettich, seconded by Steve Rosenblum.
- **President's Report:** Becky stated her enthusiasm for the projects for the new year. She reintroduced Alex Elmestad the CCF Administrator to the Board. She stated there is donor support for the Commons, the replacement facility for the existing Ice Rink. She encouraged the Board to attend All That Glitters 2020 next Friday, February 28<sup>th</sup> in order to meet and engage the people who have given to the organization this past year.
- **Scorecard:** Becky directed the members to review the current scorecard. There was a question on current number of Board members; it was confirmed there are 32.

## **2. Financial Report**

- Cindy Rapponotti reviewed the Year-end financial report with the Board members. She noted the stock donation and the invested funds. She reviewed the restricted versus unrestricted funds in the financial statement. Majority of assets are designated for restricted projects.
- Rubin Brown auditors provided an overview of the foundation's audit for 2017 and 2018. They have issued a "clean opinion" of CCF's financial statements. There were no difficulties or disagreements completing the audit. Board member noted to the auditors the name change going forward. Rubin Brown stated there are new accounting standards, changing the way donations are called when restricted. They provided an overview with the "Management Letter." It was noted that all issues outlined by the auditors have been addressed. Change of name for CCF noted.

## **3. Strategic Planning Initiatives**

- Becky Patel updated the Board on the status of the Strategic Plan developed last year. One goal has been completed with the hiring of a full-time CCF Administrator. Three other major goals/objectives remain as focus areas for this year. Marta and Becky will champion 2.0 goal – Increase Community Engagement and Sarah Melinger and J.J. Flotken will champion 4.0 – Create New Assets. Becky asked for a volunteer to champion 3.0 – Develop Opportunities to Collaborate. Debbie Chase indicated she would be interested in working on this.

## **4. Committee and Core Initiative Highlights**

- **Philanthropy:** Becky Patel reported in the Chair's absence that there will be a mailer in early March. There is an expectation that Board members participate but that there is no minimum donation. All that Glitters 2020 is next Friday. The Philanthropy report outlines mailers and events in the coming year.
- **Major Gifts:** George Hettich indicated the next meeting is Tuesday, February 25<sup>th</sup>. There are subgroups devoted to each pillar currently within Major Gifts. The Art Group met regarding Gateway Art, Ward I. CCF History is working on historical markers. Steven is working with Susan Hanley regarding Hanley House. The Commons at Shaw Park and Maryland Park are current parks projects. There was a query for interest in the pocket park. CCF received a grant from the OPUS Foundation for Maryland Park. The sustainability group is looking into Solar Trees and e-cabs. Discussion ensued on the commitment of Centene for the Commons. Patty confirmed that the project will be, at a minimum, Silver LEED certified.
- **Community Building:** Marta Toczyłowski stated CCF would like to improve and enhance social media and connect each posting with one of the four pillars. They will coordinate with the Philanthropy group on mailings and events. Cordell produced a short CCF video which will launch March 2<sup>nd</sup>. Another Facebook fundraiser for Maryland "pocket" park is in development.
- **Board Nominating and Development:** Chuck Freedman stated there were two successful new Board member orientation sessions in January held at Commerce Bank. All new Board members attended. He indicated increasing board diversity is a goal for 2020. There is an annual CCF calendar which will be distributed.
- **CCF History:** Katie Lerwick provided an update on History activities. They are working on a video featuring Elsey Hamilton, retired St. Louis County Historian, talking about Clayton neighborhoods. The video would be part of the exhibit at the Center and on the CCF website. Katie solicited the Board for their memories of their specific neighborhoods. Cindy Rapponotti stated that Washington University has many neighborhood documents which could be of use. There was a recommendation to look at the Sanborn Maps through St. Louis County. The History Committee is continuing to

work on the historic marker project and Alex is working them to design per current standards.

**5. Board of Alderman Liaisons Report**

- Bridget McAndrew referred the members to her report. The new city manager, David Gipson started on February 3<sup>rd</sup>. He worked for Wentzville prior to coming to the City of Clayton. Janet Watson did a great job filling in on an interim basis, but the Board is happy to have the permanent City Manager in place. . She reported that the police and fire departments have launched their own Social Media pages. As follow-up to the recommendations from 21<sup>st</sup> Century Policing Report, an analysis is being done on dispatching records which may result in recommendations on improved training and policies at the East Central Dispatch Center. The City has selected a firm for the Comprehensive Master Plan and is working on the contract with the selected firm. It is anticipated that work will begin on this in the spring.

**6. Action Items**

- No action items

**7. New Business**

- Becky Patel indicated there is movement to reactivate the Art Committee for public art projects. Stephanie Gross and Barbara Brinkman are leading this effort and will be bringing this to the Board for activation at the May meeting.
- Mark Carlie indicated that it was his understanding that all Board members should receive the CCF tax returns. Patty will follow-up with Rubin-Brown on this and clarify moving forward.
- Cordell Whitlock indicated engagement with social media is enhanced tremendously by videos. He challenged everyone to get on FB and Instagram and “like” and “share” anything posted by CCF.

**8. Adjourn**

- The meeting adjourned at 6:55 p.m. The next Board of Directors meeting will be May 20, 2020 at Husch Blackwell.

Minutes respectfully submitted by Karen Busch.

### **CCF Adjustments in Response to Pandemic**

- All internal communications transitioned to Zoom and telephone calls. This includes scheduled committee, board, and related meetings. CCF is still available and accessible to the public/donors via email and phone.
- CCF postponed scheduled fundraising appeals, major gift asks, and any individual/business asks for donations. This includes the Business Appeal (May) and Summer Appeal (June). This will be revisited in July to determine Fall and Year-End Appeals. The Major Gifts Subcommittee on Maryland Park continues to meet and strategize for fundraising efforts when social distancing lifts.
- Messaging was crafted and sent to CCF stakeholders and audiences that reflected the mission and values of the organization. The focus was to remind people of past projects, encouraging them to enjoy those places, and wishing them well. This messaging continues in eblasts, phone calls, and social media platforms.
- CCF events have been postponed until further notice. Including: Ralph Clayton Society (RCS) on April 30 at the Feder's and September 9 at Rosenblum's homes. Virtual gathering options are being explored. Sponsored events, including Picnic in the Park and the June and July Musical Night Concerts have been cancelled by the city. Decisions related to fall events will be made later.
- Efforts have been focused on stewardship. RCS donors received a special message and thank you email from the President. Additional outreach and communications are being discussed and implemented, including personal phone calls.
- The Art and History Committees have been working with the Community Building Committee to develop content for social media postings. Includes imagery of past CCF public art as well as historic imagery, reflections, and updates.
- Instead of the original Summer Appeal, the next mailing will be a postcard to all Clayton residents and donors (approx. 6,000+) in early June. The new mailing will serve as a check-in with stakeholders and the general community with a message of thanks and recognition of Clayton's assets.
- The FY19 Annual Report has been published and posted online. This publication highlights the impact of CCF to current and future stakeholders. The report acts as an important tool to garner awareness and secure future support.
- Grants are still being submitted. We are in the process of developing a list of additional grants to be submitted on an annual basis, including but not limited to corporations and foundations located right here in Clayton.
- CCF has taken the time to update and refresh the website, allowing for better functionality, imagery, and messaging (ongoing).
- The current year's adopted budget is being reviewed with a combination of reductions in expenditures to help offset any reduced contributions over the coming months. A revised budget will be developed and brought to the Board for consideration later this year.



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# CCF 2020 Scorecard

Month: April Results

PHILANTHROPY	CURRENT MONTH			2019 RESULTS	2020 GOAL	PACE TARGET		
	Goal	Actual	% to Goal	Results	Goal	Goal	Actual	% to Goal
Total Donors	33	28	84%	298	400	133	109	82%
New Donors	5	6	120%	40	60	20	20	100%
Renewing Donors	28	22	78%	258	340	113	90	79%
Gifts \$500 < \$999	3	4	120%	27	40	13	9	68%
Gifts =>\$1,000	3	3	90%	30	40	13	10	75%
Cumulative Dollars Raised	\$12,500	\$7,778	62%	\$103,479	\$150,000	\$50,000	\$31,801	64%

MAJOR GIFTS	CURRENT MONTH			2019 RESULTS	2020 GOAL	PACE TARGET		
	Goal	Actual	% to Goal	Results	Goal	Goal	Actual	% to Goal
Donor Meetings	1.5	0	0%	14	18	6.00	4	67%
Proposals Submitted	0.75	1	133%	7	9	3.0	2.0	67%
Major Gifts Funded (=>\$10K)	0.5	0	0%	3	6	2.0	1.0	50%
Public Presentations	0.3	0	0%	6	3	1.0	0.0	0%

COMMUNITY BUILDING	CURRENT MONTH			2019 RESULTS	2020 GOAL	PACE TARGET		
	Goal	Actual	% to Goal	Results	Goal	Goal	Actual	% to Goal
Communication Posts	11	4	37%	110	130	43	9	21%
Communication Reach	1667	906	54%	17214	20000	6667	2,895	43%
Communication Engagement	333	521	156%	2646	4000	1333	1580	119%
Event Attendance	292	0	0%	3450	3500	1167	140	12%

BOARD DEVELOPMENT	CURRENT MONTH			2019 RESULTS	2020 GOAL	PACE TARGET		
	Goal	Actual	% to Goal	Results	Goal	Goal	Actual	% to Goal
Number of BoD Giving a Gift	3	2	75%	96%	32	11	7	66%
Number of BoD Active on a Committee	32	32	100%	100%	32	32	32	100%
	Most Recent Quarter		% to Goal	Results	Goal	Cumulative Year To Date		% to Goal
Board of Directors Meeting Attendance	63%		0%	64%	75%	63%		0%

**CLAYTON COMMUNITY FOUNDATION**  
**STATEMENT OF FINANCIAL POSITION**  
**As of: March 31, 2020**

**FUND 90: CLAYTON COMMUNITY FOUNDATION**

**CASH:**

COMMERCE CHECKING ACCOUNT	\$209,347.93
LESS OUTSTANDING CHECKS	\$0.00
DUE TO CCF FROM CITY	\$0.00
DUE TO CITY FROM CCF	-\$220.13
PENDING BANK TRANSACTIONS	\$0.00

<b>SUBTOTAL</b>	<b>\$209,127.80</b>
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**SHORT TERM ASSETS:**

STOCKS	\$1,622,030.30
INVESTED FUNDS	\$438,149.92
ACCOUNTS RECEIVABLE	\$0.00
INTEREST & DIVIDEND RECEIVABLES:	\$1.00

<b>TOTAL ASSETS:</b>	<b>\$2,269,309.02</b>
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**ASSETS:**

**UNRESTRICTED ASSETS**

UNRESTRICTED CCF	\$92,019.77
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<b>TOTAL UNRESTRICTED ASSETS</b>	<b>\$92,019.77</b>
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**RESTRICTED ASSETS**

RESTRICTED CCF	\$2,163,209.99
RESTRICTED CCF - ART	\$0.00
RESTRICTED CCF - HISTORY	\$14,079.26
RESTRICTED CCF - PARKS	\$0.00

<b>TOTAL RESTRICTED ASSETS</b>	<b>\$2,177,289.25</b>
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<b>TOTAL ASSETS</b>	<b>\$2,269,309.02</b>
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**LIABILITIES**

Accounts Payable	-\$100.87
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<b>TOTAL LIABILITIES</b>	<b>-\$100.87</b>
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<b>TOTAL LIABILITIES &amp; ASSETS</b>	<b>\$2,269,107.28</b>
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**CCF RESTRICTED FUND DETAILS****As of: March 31, 2020****CCF:**

Chapman Plaza		
	Stock	\$1,622,030.30
	Dividends & Interest	\$0.00
	Sale of Stock	\$59,884.17
Anderson Park Trees		\$10,500.00
Bench/Tree Program		\$7,719.07
Nature Trail - Oak Knoll Park		\$3,276.97
Maintenance Reserves		\$8,949.48
Undesignated Park Funds		\$600.00
DeMun Park		\$250.00
Maryland Avenue Park		\$50,000.00
Shaw Park All-Season Recreation Complex		\$400,000.00
<b>CCF RESTRICTED FUND TOTAL</b>		<b>\$2,163,209.99</b>

**CCF – HISTORY:****FUTURE RESTRICTED FUNDS:**

Century Home Program	\$500.00
Clayton Heritage Center	\$6,844.53
Hanley House	\$6,443.12
Historical Artifacts	\$291.61
<b>CCF – HISTORY RESTRICTED FUND TOTAL</b>	<b>\$14,079.26</b>

<b>TOTAL CCF RESTRICTED FUND</b>	<b>\$2,177,289.25</b>
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# Clayton Community Foundation Statement of Cash Flows

As of: March 31, 2020

Account Title	FY19	FY20	FY20
	Actual	Adopted Budget	Year to Date
<b>Beginning Balance</b>	<b>\$2,146,103.60</b>	<b>\$1,929,743.69</b>	<b>\$1,996,006.56</b>
<b>Revenue</b>			
Donations - Individual	\$58,609.78	\$70,000.00	\$17,269.43
Donations-Individual-Restricted	\$28,229.99	\$50,000.00	\$250.00
Donations - Corporate	\$1,450.00	\$5,000.00	\$0.00
Donations-Corporate-Restricted	\$7,500.00	\$5,000.00	\$400,000.00
Donations - Stock	\$0.00	\$0.00	\$0.00
Donations - Dividends	\$27,757.84	\$20,630.00	\$7,456.91
Events	\$9,398.24	\$14,500.00	\$3,400.00
Grants	\$50,000.00	\$0.00	\$0.00
Tributes	\$5,000.00	\$9,500.00	\$1,000.00
Merchandise	\$36.09	\$0.00	\$0.00
Miscellaneous	\$0.00	\$50.00	\$0.00
Stock Market Value Change	\$1,375.06	\$0.00	\$0.00
Gain/Loss on Sale of Assets	\$0.00	\$104,370.00	\$0.00
Interest	\$7,677.85	\$3,000.00	\$1,984.46
<b>Revenue - Subtotal</b>	<b>\$197,034.85</b>	<b>\$282,050.00</b>	<b>\$431,360.80</b>
<b>Year End Revenue</b>	<b>\$2,343,138.45</b>	<b>\$2,211,793.69</b>	<b>\$2,427,367.36</b>
<b>Operating Expenses</b>			
CCF Contractual Services	\$76,056.05	\$121,555.00	\$17,504.84
CCF Commodities (supplies)	\$20,731.22	\$24,000.00	\$1,388.47
Accrued CCF Expenses	\$0.00	\$0.00	\$0.00
CCF Art	\$0.00	\$0.00	\$0.00
CCF History	\$11,597.82	\$14,160.00	\$0.00
CCF Parks	\$0.00	\$0.00	\$0.00
<b>Operating Expenses - Subtotal</b>	<b>\$108,385.09</b>	<b>\$159,715.00</b>	<b>\$18,893.31</b>
<b>Project Expenses</b>			
Clayton Century Foundation	\$238,746.80	\$382,190.00	\$139,165.03
CCF Art	\$0.00	\$0.00	\$0.00
CCF History	\$0.00	\$0.00	\$0.00
CCF Parks	\$0.00	\$0.00	\$0.00
<b>Project Expenses - Subtotal</b>	<b>\$238,746.80</b>	<b>\$382,190.00</b>	<b>\$139,165.03</b>
<b>Accrued Expenses</b>			
CCF	\$1,881,376.81	\$1,644,922.35	\$2,163,209.99
Art	\$0.00	\$0.00	\$0.00
History	\$13,579.26	\$7,787.65	\$14,079.26
Parks	\$0.00	\$0.00	\$0.00
<b>Accrued Expenses - Subtotal</b>	<b>\$1,894,956.07</b>	<b>\$1,652,710.00</b>	<b>\$2,177,289.25</b>
<b>Unrestricted Funds</b>	<b>\$101,050.49</b>	<b>\$17,178.69</b>	<b>\$92,019.77</b>
<b>Ending Balance</b>	<b>\$1,996,006.56</b>	<b>\$1,669,888.69</b>	<b>\$2,269,309.02</b>

**Clayton Community Foundation**  
**Project Update**  
As of: March 31, 2020

**Current Projects**

Description	Prior Fiscal Years Expenditures	Total Project Cost Budget	Total Project Cost To Date
Shaw Park All-Season Recreation Complex	\$898,000.00	\$14,200,000.00	\$1,256,820.00
Maryland Avenue Park	\$354,000.00	\$739,000.00	\$354,000.00
<b>Total Current Projects</b>	<b>\$1,252,000.00</b>	<b>\$14,939,000.00</b>	<b>\$1,610,820.00</b>

**Completed Projects**

Description	CCF Expenditures	Total Project Cost	CCF General Fund Expenditures
Shaw Park Tree Top Playground	\$5,000.00	\$587,500.00	\$5,000.00
Sensory Garden Egg	\$750.00	\$1,500.00	\$750.00
Hanley Park Pavilion	\$10,000.00	\$281,817.00	\$10,000.00
Clayton History Book	\$34,251.39	\$34,251.39	\$14,251.39
Hanley House Porches	\$129,730.00	\$173,500.00	\$0.00
Shaw Park Master Plan Overlay	\$100,000.00	\$104,700.00	\$0.00
Hanley Park Signage	\$10,000.00	\$10,000.00	\$0.00
Shaw Park Multi-Use Facility Design	\$30,000.00	\$35,000.00	\$30,000.00
James Surls Sculpture in Shaw Park	\$420,000.00	\$420,000.00	\$20,000.00
Party of the Century	\$137,257.77	\$137,257.77	\$0.00
Enterprise Holdings Pavilion	\$750,000.00	\$798,000.00	\$0.00
Anderson Dog Park	\$112,500.00	\$122,000.00	\$0.00
Oak Knoll Playground	\$2,729.00	\$295,061.00	\$2,729.00
Shaw Park Recreational Trail - includes the 3 projects listed: Moneta Garden, Adult Fitness Center and Mayor Goldstein's Garden	\$285,394.59	\$586,000.00	\$32,500.00
Follman Plaza	\$16,050.52	\$16,050.52	\$0.00
Trova Installation - Two Standing Poets	\$1,639.33	\$1,639.33	\$0.00
Newman Green	\$120,000.00	\$124,500.00	\$0.00
Clayton Heritage Center	\$41,575.70	\$41,575.70	\$0.00
Taylor Park	\$10,000.00	\$416,519.26	\$5,000.00
Firefighters Memorial Garden	\$2,826.00	\$4,450.00	\$1,500.00
Otocast	\$8,980.00	\$8,980.00	\$6,230.00
Chapman Plaza and Falls	\$5,188,972.26	\$5,188,972.26	\$0.00
Family Center Playground	\$57,800.00	\$88,446.00	\$5,000.00
DeMun Park Project	\$40,027.50	\$540,000.00	\$0.00
Brentwood Dog Park	\$20,000.00	\$37,595.67	\$0.00
Sanger Picnic Site	\$7,543.25	\$22,640.00	\$0.00
Urban Trail in Oak Knoll Park	\$16,723.03	\$16,723.03	\$0.00
<b>Total Completed Projects</b>	<b>\$7,559,750.34</b>	<b>\$10,094,678.93</b>	<b>\$132,960.39</b>



# STRATEGY MAP

2/13/2020

## VISION

Horizon: 10 Yrs

### Core Ideology

#### Core Values

- Stewardship
- Collaboration
- Engagement
- Enrichment
- Leadership

#### Core Purpose

To enhance & connect our Community:

Residents ↔ Live  
Workforce ↔ Work  
Visitors ↔ Play

### Envisioned Future

#### Courageous Goal

Catalyze a ten-fold increase in Community engagement and connection to Clayton's Assets (places, programs, projects, people)

#### Vivid Description

Clayton is a vibrant community where you can be...happy, healthy, engaged, informed...Clayton is a destination for all its constituents.

## MARKET POSITIONING STRATEGY

5 - 7 Yrs

### Sustainable Competitive Advantages

- County Seat
- Geographic Location
- Business Base
- Walkability
- Schools
- Safety
- Public Transit
- Public Green Space
- Public Art
- Free Events
- Dining/Retail Options
- City Government
- Educational Institutions
- Engaged Citizens
- Property Tax Base
- Clean

### Target Channels / Markets

- Neighboring Communities
- Neighborhood/Condo Associations
- Chamber of Commerce
- Clayton School District
- Media & Student Target Media
- Wealth
- Management Advisors
- Estate Planning Attorneys
- Cultural Festivals
- Social Media
- Grant Making Foundations
- Explore St. Louis
- STL Association of Realtors
- BOMA
- City of Clayton
- Communications Leadership
- Employers Direct
- Pillar Related Societies
- Regional Historical Societies

### Target Customers / "Community"

- Residents
- Families
- Workforce
- Visitors
- Students
- Shoppers
- Seniors
- Renters
- Tourists
- Business Owners
- Young Professionals
- Diners
- Neighboring Communities

### Target Assets (Not in Priority Order)

#### PHYSICAL ASSETS

- Public Art
- Performance Art
- Public Facilities
- Open Space
- Hanley House
- History Center
- Historic Markers
- Rain Gardens
- LEED Certification
- Bike Infrastructure
- Solar Trees
- ECars
- Trash Receptacles

#### EXPERIENTIAL ASSETS

- Butterfly Gardens
- Lectures, Otoplast, walking tours, events
- Fitness & Recreation Programs
- Parties
- Social Media
- Exhibits, Lectures, Tours
- Century Homes
- Programs
- Invasive Plant Removal
- Young Friends Group
- Affinity Groups

## IMPLEMENTATION STRATEGY

## GOALS

3 Yrs

### 1.0 Improve CCF Infrastructure

Champion – TBD

### 2.0 Increase Community Engagement & Connection to Existing Assets

Drive 40% of the 10x increase in Community engagement

Champion – Marta T. & Becky P.

### 3.0 Develop Opportunities to Collaborate with Complimentary Organizations

Drive 10% of the 10x increase in Community engagement

Champion – Brian E.

### 4.0 Create New Assets

Drive 10% of the 10x increase in Community engagement

Champion – Sarah M. & J. J. F.

## SUPPORTING OBJECTIVES

2 - 3 Yrs

Priority for 2019 - 2020

1.1 Develop & Consolidate CCF Brand

1.2 Technology

1.3 Staff (complete)

1.4 Dedicated Facility for CCF

1.5 Implement measurement of Asset utilization/engagement

2.1 Improve CCF Web Experience

2.2 Record & make available existing programs, e.g. live streaming

2.3 Create a multi-year event plan

2.4 Develop walking tours

2.5 Develop multi-year media and social media strategy

2.6 Pilot utilization programs, e.g. Otoplast check-in

2.7 Foster Community engagement in Community master planning

3.1 Create complimentary organizations data base

3.2 Build relationships with 12 organizations

3.3 Develop 3 events or projects within 3 years

4.1 Create quick-hit projects for Physical Assets & Experiential Assets

4.2 Provide support for a major Asset identified in City master planning.

4.3 Raise \$1.0 million for operating expense endowment

4.4 Raise \$4.0 million for major gifts program

4.5 Raise \$2.5 million to implement strategic plan objectives

HOW

11

WHY



## **Clayton Community Foundation**

### **Philanthropy Committee Report – May 2020**

Our focus is to encourage individual community members and small businesses to make an annual gift to CCF, recognize and reward donors, and to grow the Ralph Clayton Society.

#### **2020 Committee Members:**

Judy Goodman, Sarah Melinger, volunteer ATG committee, and new board members

#### **Highlights of 2020 to Date:**

##### **All that Glitters**

- *All that Glitters* on February 28 at Concordia Seminary was very successful with 140 donors attending.

##### **2020 Mailing Appeals**

- Spring Appeal mailed in early March to 6,000+ Clayton residents. CCF donors received personalized appeal letters and hand-written notes. In the period of March-April, CCF has received over \$22,500 in donations.
- Business Appeal planned for May has been postponed and will be revisited later.
- Instead of original Summer Appeal, the next mailing will be a postcard to all Clayton residents and donors (approx..6,000+) in early June. The new mailing will serve as a check-in with stakeholders and the general community with a message of thanks and recognition of Clayton's assets.
- In July, we will revisit the circumstances to determine if a Fall Appeal in early September is appropriate.
- Year-End Appeal mailing is planned as usual for early November to 6,000+ Clayton residents. CCF donors will receive personalized appeal letters and hand-written notes.

##### **Stewardship**

- In these uncertain times, CCF's strategy has pivoted to focus on mission awareness, relevancy, past impact, remaining sensitive to the unfolding situation, and staying connected to the community, stakeholders, and donors. Strategic implementation is through various emails, phone calls, personal messages, and related targeted outreach.

##### **Board of Directors**

- Current board participation in CCF support is 7 of 32 members or 21%.

##### **Ralph Clayton Society**

- RCS history-oriented events have been postponed until further notice. Including: April 30 at the Feder's and September 9 at Rosenblum's homes. Virtual gathering options are being explored.

- Efforts have been focused on stewardship. RCS donors received a special message and thank you email from the President. Additional outreach and communications are being discussed.

#### **Additional Efforts**

- CCF participated in Give STL Day on May 7, the annual initiative organized by St. Louis Community Foundation for nonprofits in the region.
- The FY19 Annual Report has been published and posted online. This publication highlights the impact of CCF to current and future stakeholders. The report acts as an important tool to garner awareness and secure future support.

#### **2020 Donations to Date**

- \$31,801



## Clayton Community Foundation

### Major Gifts Committee Report – May 2020

Our efforts focus on major projects and the development, sponsorship, completion and sustainability of initiatives. These initiatives are aligned with the four pillars of CCF: Arts, History, Parks, and Sustainability.

#### Committee Members:

George Hettich-Chair, Ira Berkowitz, Joe Downs, Gary Feder, Josh Ferguson, J.J. Flotken, Judy Goodman, Stephanie Gross, Michelle Harris, Sarah Melinger, Al Rose, Steven Rosenblum, Colleen Watermon, Mike Zaccarello, Max Breitmayer

#### Major Gift Committee Meetings for 2020

January 21	July 21
February 18	August 18
March 17	September 15
April 21	October 20
May 19	November 17
June 16	December 15

#### Highlights of 2020 to date below:

**Donor Meeting Status:** Completion of monthly review of major individual and business donors. Committee to secure meetings for major gifts from individuals, businesses and other foundations. To date status below:

- Public Presentations: 0
- Donor Meetings: 4
- Proposals Submitted: 2
- Major Gifts Funded: 1

#### ART:

- **Art Committee:** The Art Committee (Co-Chairs Barbara & Stephanie) continues to meet to discuss the approved projects by the CCF Project Review Committee and Board of Aldermen. The committee discussed their main goal of identifying and implementing art guided by the City of Clayton Public Art Master Plan as well as the next action steps required. The committee seeks to invite a member of the Public Art Advisory Committee (PAAC) to join their committee in order to remain in sync with city policies, ordinances, and approval processes.
- **Art in DeMun Park:** CCF is working to develop guidelines for public artwork creation on private/public property and any additional public policies that would be required for PAAC and BOA approval. Once this is established, further exploration of a RFP or RFQ process can occur. This project is included in pg. 26 of the Clayton Public Art Master Plan.
- **Gateway Art:** The Art Committee is exploring the possibilities of artwork on the east median entrance of Wydown Blvd. at Skinker. The committee identified the next step of approaching a local foundation that has loaned artwork in the past. This project is included in pg. 23 of the Clayton Public Art Master Plan.

- **CCF Art Collection:** Upon city reopening, Alex & Barbara plan to assess the condition and inventory of artworks located in storage. With approval from the Executive Committee, the sale of artwork could be proposed to be earmarked for future art projects.

#### **HISTORY:**

- **Historical Markers:** CCF History is moving forward with the historical markers in the City of Clayton. CCF History has been in touch with the Missouri History Museum on best practices and information regarding their future historical marker program to be implemented throughout the state. A placement map has developed, including approx. 12 markers total at various sites around the city. Oak Knoll Park has been selected as the location for the first marker, which will act as a model for future markers. The committee will be looking for a donor to fund all the markers (\$30,000-\$36,000) but could also fund on a marker-by-marker basis (\$2,500-3,000 each).

#### **PARKS:**

- **Shaw Park All-Season Recreation Complex:** As a project that impacts the entire St. Louis region, this has been a top priority of CCF. The deck has been presented to multiple donors and organizations. A Clayton based corporation has agreed to provide the lead donation with naming rights and discussions with other donors continue. In April, a grant to support the project was submitted to the William T. Kemper Foundation.
- **Maryland Park:** The Maryland Park MG Subcommittee (Chair Max Brietmeyer) has been formed to develop a fundraising plan for the project. The subcommittee is identifying corporate and individual donors, with a focus on neighborhoods and corporations within the immediate proximity of 7811 Maryland Avenue.

#### **SUSTAINABILITY:**

- **E-Cabs:**  
Plans were underway to host another lunch and learn in June with corporate partner Buckingham Strategic Wealth, however this event was cancelled due to the pandemic. Efforts for the E-Cab project has been placed on hold until further notice.



## **Clayton Community Foundation**

### **Community Building Report – May 2020**

Our efforts focus on Communication, Public Events, and Engagement.

#### **Committee Members:**

Marta Toczylowski– Chair, Becky Patel, Cheryl Verde, Barbara Brinkman, Cordell Whitlock, Judy Goodman, Katie Lerwick, Carole Christie, Brian Edwards, Jennifer Volk. New members are welcome.

#### **Community Building Committee Meetings for 2020**

Community Building Committee Meetings are held virtually in most cases during 2020, via conference call or Zoom. Our May meeting will be on Tuesday, May 26<sup>th</sup> from 8-9 a.m. Please contact Marta or Alex for the Zoom link.

#### **Communications**

- 2020 goal of developing a CCF brand style guide for CCF. This will be used internally (staff & board) to keep the organization cohesive, consistent, and recognizable.
- Style guide to include: Fonts, logos, annual collateral, mission statement, vision statement, boiler plate, talking points, website language and images, additional messaging (development of organizational voice), language to aligned with philanthropy campaigns (spring, fall, end-of-year), online video/media.
- Alex has worked on a tremendous update of the CCF website. Please take a look at the new style of the website and share with your friends.
- Style guide to be informed by audit of current website. Committee to steer the compiling of quality content for potential development of new website.
- Audit of all project sheets. The past project sheets tell the story of CCF accomplishments. The archive provides a snapshot for patrons of past completed projects and can be translated to print and web for both promotion based purposes and future fundraising.
- Understand the messaging barriers. Example: 1) the current name “community” from previous name “century”, 2) The word “foundation”, which might imply an organization with sole endowment for grant making or distribution of funds, 3) Public-Private Partnership, might appear to be government jargon that doesn’t inspire patrons to give. Instead should focus on the mission and the projects (past, current, and future).
- We will work to address our current scorecard goals to more accurately reflect the goals of the Community Building Committee.

#### **Giveaways:**

- The free CCF gift with a 2020 donation will be a limited-edition pin. The pin is in to encourage friends, other board members and community members to give now. This fits easily in a mailing envelope, is lightweight, cost-effective, but also stylish for wearing and brand awareness. We will promote this through social media.
- Giveaways for Musical Nights have been put on hold due to COVID-19. Once we know more about when outdoor activities may resume, we will work on a plan for a safe family-friendly giveaway.



#### **Social Media (FB & IG) and Communications:**

- Social media will align with CCF messaging regarding the pandemic and encourage our donors and community members to enjoy all that Clayton has to offer that can be enjoyed safely. Emphasis to be placed on Otocast, History and Art.
- Social Media will represent all four pillars as much as possible during this time. Barbara has been

key in the Arts pillar and will resume posts on Tuesday. Katie and Rebecca have been working on content to post for #ThrowbackThursday related to history, and we will try to explore more representation of Parks and Sustainability.

- Social Media will be prepared to launch a kickoff event and Facebook fundraiser for Maryland Park after the Maryland Park subcommittee decides the timing is right to promote fundraising for the new park. This is the first time CCF will be involved in building a new park and we should highlight how exciting a new park is for the community.
- Social media overall should have a consistent, strong organizational tone. Additionally, it will be inspiring and encourage dialogue.
- Social media platforms should be streamlined to Facebook and Instagram. All other platforms should be deleted. Members of the Community Building Committee should act as ambassadors of content and sharing the CCF message with a larger audience. All this will be in coordination with CCF staff.
- We have 411/432 Facebook likes/followers. We have 231 followers on Instagram. We would encourage all board members to make sure to “like” and “follow” us on Facebook and Instagram and share our posts.

#### **Video:**

- Katie, Rebecca and Esley have completed the first video in the “Clayton’s Neighborhoods” video project. We will continue to promote this video series as it continues throughout the year.
- Cordell Whitlock recently completed the new CCF promotional video. Its release will be timed with the spring 2020 campaign (May). This will allow the video to really drive the message of CCF and celebrate its history and future impact.

#### **Events (see calendar to confirm dates, times, locations):**

- Most summer events have been cancelled or postponed. We decided not to focus on cancellations but instead promote the History, Art and Parks that the community can currently access.
- We will provide updates through social media and email on the upcoming Musical Nights.
- We can schedule to speak at neighborhood association meetings or schedule to appear at neighborhood parades. Let us know, and we can put something together.
- We can schedule lectures or panel discussions on topics related to our core pillars – if you have any ideas, let us know and we can plan something together.

#### **Opportunities for Board Involvement/Volunteers:**

- Would like someone to review our website periodically (~1x/month) and recommend updates for programming, announcements, and accuracy.
- Would like someone to highlight something on sustainability at least once a month.
- Would like someone to highlight something on history at least once a month.
- Would like someone to highlight something on parks at least once a month.
- Any ideas YOU have are welcome!



## Clayton Community Foundation

### Board Development Report – May 2020

Our efforts focus on Engagement, Education, Team Building.

#### Committee Members:

Chuck Freedman, Cindy Rapponotti, Janet Horlacher, Cindy Wallach, Sarah Melinger, Becky Patel, Judy Goodman, Rich Ryffel

#### Board Development Committee Meetings for 2020

January 22 & 28 (orientation)	July 9
February 13	August 13
March 12	September 10
April 9	October 8
May 14	November 12
June 11	December 10

#### Highlights and Initiatives for 2020:

- **Board Orientation:** We successfully completed two orientation meetings to accommodate our eight new board members, the largest new board member class ever. Becky Patel and Sarah Melinger led them through a presentation on our history, purpose, current projects and opportunities for them to get involved. Most committee chairs attended at least one of the meetings and spoke about their respective committees as well.
- **Board Education and Team Building:** Initiated Board education with guest speakers at quarterly board meetings on topics tied to our four pillars: Parks, History, Arts, Sustainability. Team building exercise/Icebreaker began with the February board meeting and will continue in May.
- **Board Commitment:** Monthly review of current members for engagement/involvement of one or more committees or a CCF project or initiative. Plans to check in with each new board member a couple times throughout the year to ensure their engagement.
- **Board Seats:** Monthly evaluation of quantity of board seats open for 2021 slate of new board members. Monthly review of the process of seeking and reviewing board nominations. Slate of nominees to go to the Executive Committee and then to the BOD in October.
- **Nomination process:** Nomination deadline for this year is August 31, 2020. The nominations for both renewing and new terms will be reviewed in the September meeting and a recommended slate of nominees will be developed. The slate of nominees will be voted on in the October Executive Committee meeting. The slate will be moved to the full board for a vote in the October board meeting.



## Clayton Community Foundation

### CCF History Report – May 2020

To preserve, protect, and promote Clayton's unique history so that people may appreciate its past, present and future. The committee is dedicated to identifying and collecting artifacts and documents for display, publishing written and oral accounts, and conducting diverse educational programs for all ages.

#### **Committee Members:**

Katie Lerwick – Chair, Rebecca Thorn – Vice-Chair, Cindy Berger, Jo Christner, Judy Goodman, Bob Paster, Jim Sherby, Cheryl Verde, Hank Winkelman

#### **Neighborhoods Exhibit**

- Our video project featuring Esley Hamilton is underway. Prior to the shutdown, we were able to shoot three of the eight neighborhoods that will be highlighted – Bemiston, Carrswold, and Wydown/Forsyth. We are hopeful that the remaining locations will be completed by the end of the month.
- An intro to the video was shot last weekend and is due to be completed soon. Its use will be to promote the video and exhibit, but could also be helpful as a way to keep our larger CCF community engaged.
- **Again, we need your help!** If you, or any friends or family members, have any images of Clayton neighborhoods from the past, CCF-History would love to have access to them for this exhibit – or possibly acquire them if they are suitable for the collection. We would also welcome any **memories or interesting stories** regarding your experiences living in Clayton's neighborhoods. Please email me at [klerwick@gmail.com](mailto:klerwick@gmail.com) if you can help. Thank you!

#### **Social Media**

- We have posted a few history related stories on CCF's social media pages recently and will continue to do so on a weekly basis. Be sure to like/comment or share to your own pages – this will increase awareness of CCF!

#### **Historical Markers**

- CCF History has been in touch with the Missouri History Museum on best practices and information regarding their future historical marker program to be implemented throughout the state. A placement map has developed, including approx. 12 markers total at various sites around the city. Oak Knoll Park has been selected as the location for the first marker, which will act as a model for future markers.



## **May 2020 Board of Aldermen Update**

### **COVID-19 related**

**PLANNING AND DEVELOPMENT REVIEW:** Per the City Hall closure, the Department is set up to receive electronic permit and plan submittals. Where applicants don't have access to digital resources and need to deliver or pick up paper copies, a drop box is provided in the small lobby between the lower level of the parking garage and the back hallway. Signage and website updates have been made accordingly to communicate the new procedures.

**COVID-19 RESOURCES FOR BUSINESSES:** A webpage focused on COVID-19 resources for businesses has been added to the website. This page includes health and safety tips, financial relief and assistance, regulatory changes and extensions, and additional information about the virus. Please visit [www.claytonmo.gov/COVID19BizResource](http://www.claytonmo.gov/COVID19BizResource).

**OFFICERS STATIONED AT WYDOWN MIDDLE SCHOOL:** To mitigate the risk of infection to multiple officers and the further reduction in personnel due to an ensuing quarantine, we are dividing the Patrol Division into two precincts. The West Precinct will work out of the police station at the Heritage Building and the East Precinct will work out of Wydown Middle School. Dividing the patrol personnel should prevent an entire squad of one sergeant and seven officers from being quarantined if there is an infection.

**COMMUNITY PARADES:** Since the Stay at Home Order took effect, the Clayton Police and Fire Departments have participated in several neighborhood parades to honor first responders and medical personnel who are dealing with the COVID-19 crisis. To accommodate the numerous requests received for these parades, Jenny Schwartz and Ryan Harrel have worked with neighborhood trustees to schedule parades throughout the city.

**BODY-WORN CAMERA UPDATE:** The Clayton Police Department recently received the full order of body cameras from Panasonic. Due to the COVID-19 situation, the distributor has postponed training for the officers until the Stay-at-Home Order is lifted. It would also be cumbersome to fully deploy the cameras to the officers stationed at Wydown Middle School, since they need to connect the cameras to our network to store recorded videos. Several officers were already trained on these body cameras during the test and evaluation phase in 2019. Those officers will start wearing the cameras immediately to provide feedback on our policy, test uploading, and practice using the video redaction software. Even though the circumstances have delayed our full implementation, we can take advantage of this reduced rollout to improve our protocols before the body cameras are deployed department wide.

**CENTER CONSTRUCTION UPDATE:** Project is nearing completion, with substantial completion by May 21<sup>st</sup>. The field and parking lot contractor portion of the project anticipates substantial completion at the same time. As of today, there is no opening date set as the City continues to wait to receive notification from St. Louis County on the conditions under which they can open. All reopening events have been postponed to the Fall when the public is more likely to return to an indoor recreation complex.

## **ADDITIONAL PARKS UPDATES:**

Facilities: At this time, all facilities are closed until further notice. We have prepared a plan for reopening and will prioritizing individual and family usage (so opening the Center for residents and members first) and gradually building up to other usage over time. Once St. Louis County issues guidelines for opening we will be able to announce dates.

Programs: All programs and camps have been cancelled through June 21. Once we can begin offering programs we will need to follow all guidelines for social distancing. This will include reductions in capacity to ensure for space between participants, moving programs to larger spaces and making gloves, masks and sanitizer available for participants and staff.

Events: All city sponsored events have been cancelled through July. As future guidelines are released in the coming month, we will look ahead to determine whether events will be held later this year.

Projects: Unfortunately, the pandemic has had an immediate impact on projects. This is due to the fact that revenue for our Capital Fund is generated primarily through sales tax. As a result, we are “on hold” for projects that were not already under construction. The Board of Aldermen will be evaluating these projects as we work through the budget this year.

- *Ice Rink:* The design was approved by the City’s Plan Commission on April 6 after which the project was put on hold. Chiodini Architects and S.M. Wilson have been told to discontinue any additional work until we can assess our path moving forward. The funding plan for the bulk of the costs included the City to issuing Bonds for \$10.2 million to pay for this project. If the sales tax is not there in the future for the city to pay these bonds back, it could be problematic.
- *Maryland Park:* Project on hold for the foreseeable future for the same reason as the Ice Rink Project.
- *Comprehensive City Master Plan:* The City has also put a hold on this planning process at this time. Due to the extensive community outreach involved and the uncertain financial situation it was determined that this should be delayed.

**MAYORS FOR MEALS:** On Saturday, May 9<sup>th</sup>, Clayton joined 18 other cities, ranging from St. Charles to Bel Nor in this first ever event for the St. Louis Area Food Bank. All the cities held their food drives on Saturday, May 9, from 9am-3pm. Over 30,000 pounds of food were donated, equating to more than 25,000 meals for people throughout the region. Clayton collected more than 3,500 pounds of food at their site. The donations will be trucked away to the central FB location and then distributed to the over 500 food pantries that they supply. *This event was a big success!*

Other updates around town:

**TONY’S RESTAURANT:** The Board of Aldermen approved a CUP for Tony’s restaurant at the base of the new tower on the Centene Clayton Campus. It is scheduled to open later in the year.

**BRENTWOOD BLVD RESURFACING:** The city’s contractor, Pace Construction, is scheduled to begin paving of Brentwood Blvd. the weekend of May 15. Weather permitting, this work is scheduled to take place over four weekends from mid-May through mid-June.

**DAVIS PLACE/HUNTER/GAY/SHAW PARK DRIVE MICROSURFACING:** The paving portion of this project is the final phase of this 2019 project and is planned to take place in mid-May.